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DEPT FOR EB/CBA (DWINSTEAD)  
ANKARA FOR FCS

E.O. 12958: N/A

TAGS: [BEXP](#) [BTIO](#) [ETRD](#) [EINV](#) [ABUD](#) [AJ](#)

SUBJECT: BFIF FY2008 PROJECT PROPOSALS FOR AZERBAIJAN

REF: 07 STATE 159597

¶1. For FY2008, the Embassy proposes a set of commercial outreach programs to engage more actively in support of our commercial interests overseas. For FY 2008, Embassy requests a total of USD 9,500 five projects. We believe that the funding received through the BFIF program has enhanced our ability to provide commercial advocacy and advice to U.S. firms in a fast-growing market, and wish to thank the Department for the excellent support we received in previous years.

¶2. Embassy requests a total of USD 9,500 in FY2008 BFIF funding for five projects in Azerbaijan:

Project 1: U.S.-Azerbaijan-Turkey Franchise Seminar - USD 4,000

a) Justification: We propose organizing, in coordination with the local AmCham and FCS Ankara, a seminar on potential franchising opportunities for U.S. companies in Azerbaijan. The focus group for this proposed seminar would be companies already operating in Turkey and that are eager to travel to Azerbaijan for presentations on investment opportunities by AmCham and Government of Azerbaijan entities, including the Ministry of Economic Development, the Azerbaijan Investment Company and AzPromo. There is a need to bring together U.S. companies already operating in the region to generate interest in greater U.S.-Azerbaijan business. Such an event will promote U.S. business goals (e.g. exports, exposure), while supporting USG policy goals (e.g. business climate issues) at the same time. We propose to hold the event in the summer/fall of 2008, building on momentum generated by a trilateral U.S.-Azerbaijan-Turkey event that will be held in mid-April as part of the Azerbaijani and Turkish Economic Partnership Commission meetings.

b) Planning milestone: Commitment from AmCham to co-sponsor the event and confirmation of FCS Ankara assistance and participation.

c) Performance metric: Conference held.

d) Estimated costs: Two days venue rental and support approximately USD 2,000 per day, or USD 4,000.

Project 2: Commercial Library - USD 1,000

a) Justification: Currently, there are practical difficulties in accessing the Embassy through heavy security and an appointment system. In response, Embassy believes our commercial outreach would benefit from placement of U.S. business literature (catalogs, IBP information, etc.) at a

commercial library site such as AmCham.

b) Planning milestone: Commitment from AmCham or another organization to host the commercial library project.

c) Performance metric: Placement of literature at the project site. Training of AmCham or other organizational staff to support the business community that makes use of the library.

d) Estimated costs: Publications and periodicals: USD 1,000

Project 3: Embassy Promotional Materials - USD 2,000

a) Justification: Each year, the Embassy generally participates in 2-3 trade shows in various sectors. During these events, Embassy distributes promotional items, such as pens, to interested visitors and explains the services provided by the Embassy. Embassy's stock of promotional items is depleted and needs to be restocked.

b) Planning milestone: Solicitation of quotes from vendors for various promotional items.

c) Performance metric: Procurement of said items and distribution at trade shows and other business events.

d) Estimated costs: Various items and outreach literature: USD 2,000.00

Project 4: Consultation Travel - USD 1,500

a) Justification: With the arrival of a new Economic/Commercial officer in the summer of 2008, a trip to Ankara, Turkey for consultations with the Foreign Commercial Service will be critical to maintaining strong contact with our partner organizations based in Ankara. We would propose to send the newly arrived Economic/Commercial officer in early September or November 2008.

b) Planning milestones: Coordination of travel with Embassy Ankara and logistical arrangements.

c) Performance metric: Consultations held.

d) Estimated costs: One trip airfare: USD 500; per diem USD 1,000, or roughly USD 1,500 total.

Project 5: Ambassador's Business Forum - USD 1,000

a) Justification: To increase and improve outreach to U.S. companies operating in Azerbaijan, Embassy would organize and host quarterly commercial functions with U.S. businesses to listen to their concerns and plans and provide necessary support.

b) Planning milestones: Coordination of Business Forum for first quarter 2008.

c) Performance metric: Four forums hosted in 2008.

d) Estimated costs: Four forums at USD 250 each or USD 1,000 total.

14. Once again, Embassy would like to thank the Department for its ongoing support of our commercial program. We look forward to generous support in FY2006 for our ambitious commercial plan. This support will help protect and expand opportunities for U.S. business in Azerbaijan -- a rapidly developing, and increasingly lucrative, market for American companies.

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